



BOARD MEETING

11:00 am, Tuesday, February 18, 2020

Conference Room 1, City Offices, 333 6th St SW, Willmar

AGENDA

1. Call meeting to order.....President Liz VanDerBill
2. Additions or Deletions to Agenda.....President VanDerBill
3. Consent Agenda.....President VanDerBill
Approve: 1. Minutes of 1/7/2020 Board Meeting
 2. January 2020 Financials
 3. 4th Quarter Reinvestment Statistics
 4. 2019 Annual Review

4. Additions/Deletions/Approve Consent Agenda.....President VanDerBill

New Business:

5. Bylaws.....President VanDerBill
6. 2020 Budget.....President VanDerBill
7. Contract with Ten17 Media.....President VanDerBill
8. Reorganization.....President VanDerBill

Old Business:

Updates:

9. Artists on Main Street.....Janet Olney/Ana Serrano/Pablo Obregon
- 10.2020 Work Plan Groups:
 - a. Economic Vitality.....Kristen Gilberts
 - b. Marketing & Promotions.....Melissa Knott
 - c. Design.....President VanDerBill
 - d. Organization.....Jill Wohnoutka
- 11.Staff Report.....Sarah Swedburg
- 12.Miscellany
- 13.Adjourn

Next Meeting: March 17th at 11am?

Willmar Main Street
Board Meeting
January 7, 2020

Members Present: Abdi Hussen, Pablo Obregon, Jill Wohnoutka, Kristin Gilberts, Taylor Williamson, Janet Olney, Vicki Davis, Melissa Knott,
Others: Sarah Swedburg

The meeting was called to order by Vice-President Taylor Williamson at 2:06pm

There was no additions or deletions to Agenda.

Consent Agenda motion to approve and seconded. Olney and Gilberts moved and motioned passed.

1. Minutes of 12/3/2019 Board Meeting

New Business:

Annual Evaluation:

Broad Based Community Support: need to address holding an annual meeting; volunteer recruitment, orientation and recognition; donor system; stable funding

Vision and Mission Statement: We completed this category

Comprehensive Work Plan: We had work plans for this committee, Artists on Main Street, and Marketing and Promotions.

Historic Preservation Ethic: Needs improvement. There is potential of some more incentives in the future.

Active Board & Committees: Need to improve on fundraising or donor giving and volunteers.

Operating Budget: Need to work on diversification of budget to continue funding.

Professional Management & Development: Hit all the points of this section.

Ongoing Training: Meet the mark on everything but need to continue working on volunteers.

Reporting Key Statistics: Meet the goals in this category.

Main Street Membership: Covered and renewed this month.

2020 Work plan: Review the goals of each committee for the year 2020. Marketing priority for 1st quarter will be the content calendar and the 3rd party content. Motion to approve \$1250 contract for 3rd party content provider with expectation of contract review. Motion made and passed. By-laws will be a first quarter priority and committee will address in February. We will get more information about the budget diversification for the organization committee. Suggested to have a bigger committee for Economic Vitality committee. Discussion on fundraising efforts to be made in the future.

2020 Budget: Reviewing where we are at financially. Asked for one and two people to help with aligning the 2020 budget with the 2020 outcomes. It was asked to provide for more detail in budget report. We will receive \$10,000 for Artist on Main Street and \$5,000 donation from the Willmar Area Community Foundation. Taylor and Vicki volunteered to assist with budget.

Reorganization: The board recommends that we wait until February meeting.

Updates:

Artists on Main Street: Workshops will be taking place on March 7, 2020. The Love Your Health event will be on the 18th of February. We will have a booth there to promote for Artists on Main Street. Looking for one or two volunteers to help that day. Do a drawing as part of the Love Your Health event and collect email addresses.

Staff Report: 2020 will be a very busy year.

Next Meeting is Tuesday, February 18, 2020.

Meeting is adjourned at 3:31.

Secretary,
Jill Wahnoutka

Minnesota Main Street Reinvestment Form					
Quarterly Reports from Local Main Street Programs					
Upcoming Reports Due: Second week of January, April, July and October.					
Date:	1/15/20				
	Quarter:	4th Quarter			
	Community:	Willmar			
New Businesses, Business Expansions, and Jobs Added					
Name / Address	Type of Business (retail, service, office, etc.)	# Full-time Jobs Added	# Part-time Jobs Added	Status	MS Assistance?
West Central Technology	Service (Computers)	2			
Total # of New Downtown Businesses		0			
Total # of Jobs		2	0		
Businesses Closed, Moved Out, Downsized, and Jobs Lost					
Name / Address	Type of Business (retail, service, office, etc.)	# Full-time Jobs Lost	# Part-time Jobs Lost	Closed, Moved Out, or Downsized	
Total # of Downtown Businesses closed or moved out		0			
Total # of Jobs		0	0		
Commercial Space in the Main Street District					
Total number of commercial spaces:		As of this date:			Will only be done once each year.
Total number of vacant spaces:		As of this date:			
Total number of square feet of commercial space:		As of this date:			
Average rent per square foot:		As of this date:			
Façade Renovations Completed					
Address	Description	Public \$ Invested	Private \$ Invested	Public \$ Sources	MS Assistance?
Total # of Projects		0	\$ -	\$ -	
Other Rehabilitations Completed (Any building rehab other than façade renovation)					
Address	Description	Public \$ Invested	Private \$ Invested	Public \$ Sources	MS Assistance?
414 Becker Ave SW	New Handsinks at Becker Market		300		
301 Becker Ave SW	Hospital Pharmacy Project		282037		

330 Litchfield Ave SW	New Gas Boiler at Art Wars Building	5000			
610 Trott Ave SW	Reroof at Residential Home	2000			
306 Becker Ave SW	New Gas Boiler at Hagen Orthopedics	10000			
Total # of Projects	5	\$ -	\$ 299,337.00		
Buildings or Property Sold					
Address / Name of Building	Current & Planned Use	Sales Price	New owner is...	MS Assistance?	
416 6th St SW / Anderson Burgett	Vacant / Office Space	\$ 120,000.00	Kayla Hendrickson		
348 2nd St SW / Boehner Brothers	Auto Parts Retail / Parking	\$ 150,000.00	Carris Health, LLC	WMS became aware of these plans too late to advocate/take	
203 5th St SW / CIC	Commercial & Residential	\$ 50,000.00	John Adler		
Total # of Sales	3	\$ 320,000.00			
New Buildings Constructed					
Address / Name of Building	Description of Work	Public \$ Invested	Private \$ Invested	Public \$ Sources	Planned building use MS Assistance?
Total # of Projects	0	\$ -	\$ -		
Completed Public Improvement Projects (non-building investments within District)					
Description	Sources of Funds	Public \$ Invested	Private \$ Invested	MS Assistance?	
Total # of Projects	0	\$ -	\$ -		
New Housing in Main Street District					
Address	Type (condo, apt., Single Family, etc...)	# of units	Sales/Lease Price	MS Assistance?	Upper floor?
Total # of Projects	0	0			
Housing Downtown					
On this date:		7/12/19	Will only be done once each		
Our district has ____ number of housing units:		189	year.		
EVENTS					
Events during LAST quarter					
Name of Event	Type of Event	Est. # of attendees	Est # of business participants		
Mural Painting @ Rockin Robbins	Artists on Main Street	8000			
Porch Singalong & Community Pic	Artists on Main Street	100			
Pop-up Market Celebration	Open Market		10		
Amazing Faces of Willmar, Mask M	Artists on Main Street	15			
Total # of Events	4	8115	10		

Volunteer Hours					
	Total Hours (volunteers x hours)				
Board Volunteers	27				
Committee Members	50				
Special Events					
Other Volunteer Hours					
Total # of Hours	77				
Total Value of Hours* \$ 2,123.66					
* 2017 value of a volunteer's time in Minnesota is \$27.58 from http://www.independentsector.org/resource/the-value-of-volunteer-time/					
Grants Received					
Name of Grant	Description of Grant	\$ Amount of Grant	Public or Private		
Total # of Grants	0	\$ -			
Historic Preservation					
Building Address	Locally Designated?	National Register Designation?			
Total # of Designations	0				
Buildings Demolished					
Building Address or District Information			Year Built / Period of Significance		
CD&T Auto (348 2nd St SW)			1949		
Total # of Demolitions	1				
Downtown Story (required)					
Project/Event/Story Title	Project Impact and Results (2-4 sentences)	Photo attached?			
Downtown Development Irresistable	ortunities that spring from this endeavor!	naissance-Zone			
Quarterly Reinvestment Statistics Summary					
Net of all gains and losses in full-time jobs this quarter			2		
Net of all gains and losses in part-time jobs this quarter			0		
Net of all gains and losses in new businesses this quarter			0		
Total number of business expansions this quarter			0		
Number of building rehabilitation projects this quarter			5		
Number of public improvement projects this quarter			0		
Number of new construction projects completed this quarter			0		
\$ Value of all private investment spent in the above projects			\$ 299,337.00		
\$ Value of all public investment spent in the above projects			\$ -		
Number of volunteer hours contributed this quarter			77		
\$ Value of volunteer hours contributed this quarter			\$ 2,123.66		
Number of event attendees this quarter			8115		
Number of grants received			0		
\$ Value of grants received			\$ -		
Number of properties sold			3		

\$ Value of properties sold	\$ 320,000.00			
Number of properties designated as historic	0			
Number of buildings demolished	1			



Designated Main Street Self-Evaluation Report 12 Months in Review

Designated Main Street Program:

Willmar Main Street

Introduction

The National Main Street Accreditation program is intended to promote national standards of performance for established Main Street programs, and annual accreditation for programs meeting all of the standards. These standards, developed by the National Main Street Center, Inc., in cooperation with state, city and countywide Main Street coordinating programs, provide benchmarks and guidelines on how a Main Street revitalization program should optimally function, and serve as an incentive for programs to operate more effectively. Compliance of the Memorandum of Agreement with the Preservation Alliance of Minnesota is also monitored during the evaluation process.

Return this completed self-evaluation report to Minnesota Main Street by emailing it to sarina@rethos.org by January 15, 2020.

National Main Street Accreditation Criteria

In order for a local program to be an Accredited National Main Street Program, the program must meet eligibility requirements and receive a score of at least 7 points on **each** of the 10 criteria.

	# of Points	7+ Points?
Broad-based community support	8	YES NO
Vision and mission statements	10	YES NO
Comprehensive work plan	7	YES NO
Historic preservation ethic	10	YES NO
Active board and committees	9	YES NO
Adequate operating budget	8	YES NO
Paid professional staff	11	YES NO
Program of ongoing training	8	YES NO
Reporting of key statistics	8	YES NO
Main Street Network membership	10	YES NO

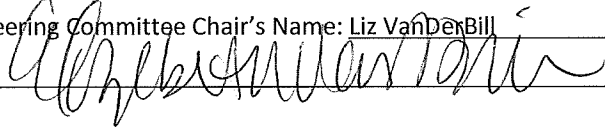
Total number of accreditation criteria receiving 7 or more points: 10

Eligibility Requirements

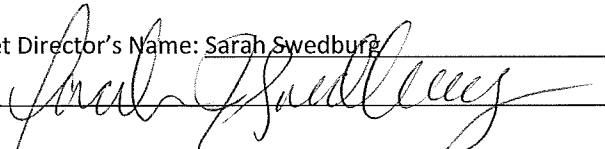
- ☒ Be a Designated Main Street Program for at least one full calendar year.
- ☒ Requires full-time staff.

We have discussed each of these items, agreed upon the response, and completed the form together.

Board / Steering Committee Chair's Name: Liz VanDerBill

Signature:  Date: 1.14.2020

Main Street Director's Name: Sarah Swedburg

Signature:  Date: 1.14.2020

Minnesota Main Street Use Only:

Based upon this evaluation, your community's Main Street Program IS / IS NOT accredited for 2019.

Attachments

Please include the following attachments in electronic form to assist us in providing the most accurate evaluation of your program possible.

Required Documents

- ☒ Board or Steering Committee roster with email addresses and positions
- ☒ Committee/project-volunteer rosters
- ☒ Annual work plans for each volunteer group
- ☒ Work plans only count as work plans if for each project/event they list tasks, responsible person or Partner for each task, timelines/due dates, and resources needed.
If what is submitted is a list of projects to be completed during the year, it will not be accepted as a work plan and you will not be eligible for accreditation.
- ☒ 2019 budget showing revenue/expense
- ☒ Last month's financial report as of your last Board / Steering Committee meeting

Include the following **only if the documents were updated or added in the past 12 months**

- ☐ Amendments to by-laws
- ☐ Written financial policies and procedures
- ☐ Written staff management policies and procedures
- ☐ Written policies and procedures for Board / Steering Committee and committees
- ☐ Job description(s) of paid staff

Optional Documents

- ☐ Long-range strategic plan for the organization, program, or the district (i.e. strategic plan for program, for parent organization; Downtown Master Plan, etc...)
- ☐ Transition plan for Board/Steering Committee Chair
- ☐ Transition plan for Main Street Director

Tips from Peer Main Street Programs about the Process

"Don't be too hard on yourself."

"Track who goes to which trainings along the way. That part took longer than I expected to fill out."

"Take credit for successes that you've influenced, even if your program didn't own them."

1. Broad-based community support

At its best, a local Main Street program represents and involves a coalition of organizations, agencies, businesses, and individuals from throughout the community — not just those who own property or businesses in the commercial district or who have a direct economic tie to it, but all members of the community who are interested in the community's overall health.

Involvement by both the public and private sectors is critical as well; neither sector can revitalize the commercial district without the skills and vantage points of the other. Ideally, both sectors will participate in the revitalization process by providing funding, leadership, and ideas, and by encouraging collaboration between existing programs to assist the revitalization process.

By actively involving a broad range of interests and perspectives in the revitalization process, the Main Street program leverages the community's collective skills and resources to maximum advantage. The overall goal is for a broad range of constituencies from both sectors to understand and be philosophically committed to the revitalization process and, to that end, to commit the maximum resources possible to achieve the goal of revitalizing the commercial district.

# Pts	Indicators
<u>1</u> /1	1. Board / Steering Committee representation comes from at least 6 of the following entities: Chamber, CVB, City, County, business association, district property owner, district business owner, resident, large employer, property owner from outside of district, business owner from outside of district, large institution/organization (1 point)
<u>1</u> /1	2. Program supporters and volunteers look for and act on opportunities to make connections between other organizations with which they are involved and the Main Street program. So, by doing their own work a little smarter or cooperatively, other organizations help further the revitalization process (1 point)
<u>1</u> /1	3. Staff spends 20% of their hours per week visiting with Main Street district stakeholders (1 point)
<u> </u> /1	4. Program holds an annual meeting; it's well-attended and promoted (1 point)
<u>1</u> /1	5. Program partnered with at least two other organizations in past 12 months (1 point)
<u>1</u> /1	6. Met with a majority of city council members outside of regularly scheduled council meetings (1 point)
<u>1</u> /1	7. Program can demonstrate a strong relationship with top city official (mayor, city administrator, council president) (1 point)
<u>1</u> /1	8. Program maintains an active public relations campaign that includes tools such as a newsletter, updated website, Facebook page, Twitter account, Instagram or Pinterest, press releases, annual meeting, annual report (1 point) What are your goals for improvement? <u>More consistent posting. We will be using some of our budget to work with a freelance designer to create content & a consist calendar.</u>
<u> </u> /1	9. Program recruited 10 new volunteers during the past 12 months (1 point)
<u>1</u> /1	10. The majority of volunteers on each committee (or working on each point) are non-board members, and each committee or point has at least five active volunteers. Program staff is not included in either count (1 point)
<u> </u> /1	11. Volunteers are recognized at least once a year through a special activity. Please describe: _____ (1 point)
<u> </u> /1	12. Program includes an ongoing process for volunteer recruitment, orientation, and recognition (1 point)

 /1 13. Program has a donor/friend/member/giving system in place for anyone inside or outside of the community to donate money to the Main Street program (1 point) Please describe:

 /1 14. Program actively works to recruit new donors and retain existing donors (1 point) Please describe:

 /1 15. Local government support comprises at least 10% but less than 50% of 2019 operating revenue (1 point)

Total: 8

Here's your space to give us special notes about this section that aren't reflected in the points above. Examples might start like this, "We see room for improvement with _____ and we expect to do _____..." or "Here's why _____ is happening this year."

Our Organization committee has been tasked with compiling a recommendation & development of a volunteer program as well as a Donor/Friend/Member system & funding diversification. We have found the funding & donation system to be the most difficult component to implement because of our status as a program of the City of Willmar, but we know the value & importance of continuing to move forward with it's development.

2. Vision and Mission Statement

A **mission statement** communicates the program's sense of purpose and overall direction. A **vision statement** communicates and describes the look and feel of the district when the mission has been accomplished. The mission statement can state the method to achieve the community's vision for their downtown.

Be mindful that neither a mission statement nor a vision statement is simply a slogan. Both should be developed with the participation of the Board/Steering Committee, committees, volunteers, and the community.

# Pts	Indicators
<u> </u> 2/2	Current and clear mission statement (2 points) <i>List below</i> <u>Willmar Main Street exists to promote downtown Willmar as the foundation of our community.</u>
<u> </u> 2/2	Current and clear vision statement (2 points) <i>List below</i> <u>Willmar Main Street's vision is to cultivate connections, create unique experiences, and build community.</u>
<u> </u> 2/2	All board members are familiar with the mission statement (2 points)
<u> </u> 2/2	Program has reviewed the mission and/or vision in past 12 months (1 point each) <i>Mission Statement Review Date</i> <u>February 19, 2019</u> <i>Vision Statement Review Date</i> <u>February 19, 2019</u>
<u> </u> 2/2	How does the program actively promote the mission and/or vision to the public using tools? Check any of the following methods: (1 point each, up to 2 points) <input checked="" type="checkbox"/> Website <input type="checkbox"/> Business cards <input type="checkbox"/> T-shirts <input checked="" type="checkbox"/> Press releases <input type="checkbox"/> Newsletter

☒ Social Media (Facebook & Instagram)

☐ _____

☐ _____

Total: 10

Here's your space to give us special notes about this section that aren't reflected in the points above. Examples might start like this, "We see room for improvement with _____ and we expect to do _____..." or "Here's why _____ is happening this year."

We are excited to have our website launched & be able to share our Mission & Vision in our marketing campaigns!

3. Comprehensive work plan

A comprehensive annual work plan provides a detailed blueprint for the program's activities; reinforces the program's accountability both within the program and in the broader community; and provides measurable objectives by which the program can track its progress. Tasks with names of people assigned to complete those tasks are important.

# Pts	Indicators
<u>4</u> /4	<p>Annual work plan document was completed within the previous year and approved by the Board / Steering Committee. Date approved <u>February 19, 2019</u>.</p> <p>The work plan document must include program Goals, Projects (i.e. events, physical projects, outreach efforts, fundraising campaigns, marketing, website update, etc...), and at a minimum the following must be written for EACH PROJECT:</p> <ul style="list-style-type: none"><input checked="" type="checkbox"/> Tasks<input checked="" type="checkbox"/> Deadline or timeline for completing the task<input checked="" type="checkbox"/> A person's name who is responsible for completing each task<input checked="" type="checkbox"/> Resources needed to complete the tasks (money, time, agreements, etc.)<input checked="" type="checkbox"/> Measurable goals or evaluation of success (4 points)
<u>1</u> /1	Committee/Group: <u>Artists on Main Street</u> work plan includes multiple projects, measurable goals, multiple volunteers, specific tasks, completion dates, and resources needed, with regular updates to the Board / Steering Committee (1 points)
<u>1</u> /1	Committee/Group: <u>Marketing & Promotions</u> work plan includes multiple projects, measurable goals, multiple volunteers, specific tasks, completion dates, and resources needed, with regular updates to the Board / Steering Committee (1 points)
<u> </u> /1	Committee/Group: _____ work plan includes multiple projects, measurable goals, multiple volunteers, specific tasks, completion dates, and resources needed, with regular updates to the Board / Steering Committee (1 points)
<u> </u> /1	Committee/Group: _____ work plan includes multiple projects, measurable goals, multiple volunteers, specific tasks, completion dates, and resources needed, with regular updates to the Board / Steering Committee (1 points)
<u>1</u> /1	The full Board / Steering Committee and committees are involved in developing the annual work plan. (1 point)

Total: 7

Here's your space to give us special notes about this section that aren't reflected in the points above. Examples might start like this, "We see room for improvement with _____ and we expect to do _____..." or "Here's why _____ is happening this year."

We have found great value in taking incremental steps with our program as we grow and redevelop. As a part of our 2020 volunteer program development, we will be looking to recruit additional individuals to serve on subcommittees. This is an instrumental time, as a large, local young professionals group is taking a break & there are a number of people looking for ways to continue to serve in the community.

4. Historic preservation ethic

Historic preservation is central to a Main Street program's purpose. The historic buildings and public spaces of a traditional commercial district enrich civic life and add value on many levels to the community. Developing a historic preservation ethic is an ongoing process of education and discovery for a community and for a local Main Street program.

Main Street programs that have embraced a strong historic preservation ethic are successful in saving, rehabilitating, and finding new uses for traditional commercial buildings. They intensify the uses of the district's buildings, through both specific building improvement projects and through policy and regulatory changes - which make it easier to develop property within the commercial district.

Some Main Street programs purport to support preservation values, but do not fully understand that preservation is an ethic, not just an activity or group of activities. Historic preservation involves not only the process of rehabilitating, restoring, or renovating older commercial buildings but also the process of helping their local government to adopt planning and land use policies that encourage full use of existing commercial centers before new development takes place. They also work to promote the incentives that attract investment to historic commercial districts.

# Pts	Indicators
<u> </u> /1	City maintains an active design review board that includes a downtown district (1 point)
<u> </u> /1	Downtown district listed in the National Register of Historic Places or locally designated (1 point)
<u> </u> 1/1	Main Street program completed a preservation or design education project (training, tour, workshop, etc..) for the community, property/business owners, etc... (1 point)
<u> </u> /1	Financial incentives that assist with building improvements are promoted and available to building owners in your district (1 point)
<u> </u> /1	Program provides or actively promotes design assistance for property owners (1 point)
<u> </u> /1	Community is a Certified Local Government (1 point)
<u> </u> 1/1	Municipality has a code enforcement strategy in place (1 point)
<u> </u> 1/1	Main Street program provides regulatory relief (i.e. hand-holding through City process) to building and business owners in your district (1 point)
<u> </u> /1	City has a preservation ordinance (1 point)
<u> </u> 1/1	The program encourages appropriate building renovation, restoration, rehabilitation, and infill development (1 point)
<u> </u> 1/1	The program works to find creative adaptive use, financing, and physical rehabilitation solutions for preserving old buildings (1 point)

<u>1</u> /1	The program recognizes the importance of planning and land use policies which support the revitalization of existing commercial centers. (1 point)
<u>1</u> /1	The program works towards putting planning and land use policies in place which make it as easy (if not easier) to develop property within the Main Street district as it is outside of the district. (1 point)
<u>1</u> /1	Similarly, the program ensures that financing, technical assistance and other incentives are available to facilitate the process of attracting investment to the Main Street district. (1 point)
<u>1</u> /1	Main Street program representative attended a preservation training/workshop in past 12 months. List name and training/workshop (1 point): <u>Jill Wohnoutka – State Historic Preservation Conference</u>
<u> </u> /1	No historically significant buildings were demolished in past 12 months in the Main Street district. If a building was lost, demonstrate how the program worked with appropriate partners at the state, local, or national level to stop or alter the demolition; developed alternative strategies for the property(ies)'s use; and/or educated local leaders about the importance of retaining existing buildings and maintaining their architectural integrity (1 point)
<u>1</u> /1	A downtown building was appropriately renovated in past 12 months (1 point)

Total: **10**

Here's your space to give us special notes about this section that aren't reflected in the points above. Examples might start like this, "We see room for improvement with _____ and we expect to do _____..." or "Here's why _____ is happening this year."

We are very excited to see our Historic Preservation Ethic grow this next year. The City of Willmar is currently putting together a large incentive package that will couple with the Opportunity Zone that encompasses our downtown. As a part of that package development, we are taking a number of "Adaptive Reuse" recommendations from the National Trust of Historic Preservation "Untapped Potential: Strategies for Revitalization & Reuse" report.

5. Active board & committees

Main Street revitalization is an ongoing process of changing a community's attitudes about its traditional commercial district(s). The direct involvement of an active Board of Directors / Steering Committee and active volunteer groups or committees is key to this process.

The Main Street Manager is responsible for facilitating the work of volunteers, not for single-handedly revitalizing the commercial district.

# Pts	Indicators
<u> </u> /1	Board or Steering Committee members actively fundraise for the program (1 point)
<u> </u> /1	Program achieved 100% Board / Steering Committee giving in past 12 months (1 point)
<u>1</u> /1	Board / Steering Committee met regularly (monthly, bi-monthly) and had a quorum for all meetings in the past 12 months (1 point)
<u>1</u> /1	Majority of Board / Steering Committee members serves as an officer or is on another Main Street volunteer group (1 point)

Total: 9

Here's your space to give us special notes about this section that aren't reflected in the points above. Examples might start like this, "We see room for improvement with _____ and we expect to do _____..." or "Here's why _____ is happening this year."

Growth in this section will occur with our volunteer program development.

6. Adequate operating budget

In order to be successful, a local Main Street program must have the financial resources necessary to carry out its annual program of work. The size of a program's budget will change as the program matures (in its early years, it may need less money than in its growth years). In addition, program budgets are likely to vary according to regional economic differences and community size.

# Pts	Indicators
<u>1</u> /1	Cities over 5,000 pop.: Main Street program has an annual budget (specifically dedicated for the purpose of revitalizing the commercial district) of at least \$60,000 Cities under 5,000 pop.: Main Street program has an annual budget of at least \$40,000 (1 point)

<u>1/1</u>	Program has a strategy in place to help maintain stable funding. Please describe your strategy here or in an attachment (1 point): <u>One of the major goals of the Organization committee in 2020 will be continued effort of diversification of our budget, to help maintain stable funding.</u>
<u>1/1</u>	Funding is derived from at least 5 of the following sources: Donors inside the district, donors outside the district, earned income, sponsorship, municipal support, county support, local tax, and other community organizations (1 point)
<u>1/1</u>	Not more than 50% of the budget is derived from a single source (public support, stakeholder/member support, earned income) (1 point)
<u>1/1</u>	Earned income (sponsor, ticket sales, event participation, etc...) comprises at least 20% of 2019 revenue (1 point)
<u>1/1</u>	Donors (including members/friends) comprise at least 20% of 2019 revenue (1 point)
<u>1/1</u>	Budget includes travel expenses to attend the Minnesota Main Street sponsored trainings and the National Main Streets Conference (1 point)
<u>1/1</u>	The budget adequately covers the salary and fringe benefits of staff, office expenses, professional development, and committee activities (1 point)
<u>1/1</u>	Program currently has at least 3 months of operating reserves (1 point)
<u>1/1</u>	Board or Steering Committee has adopted a comprehensive Financial Policies/Procedures document (1 point)
<u>1/1</u>	Program has an active treasurer who makes regular, accurate, monthly financial reports to the board or Steering Committee (1 point)
<u>1/1</u>	Program completed an annual audit or third-party financial review in the past 12 months (1 point)

Total: **8**

Here's your space to give us special notes about this section that aren't reflected in the points above. Examples might start like this, "We see room for improvement with _____ and we expect to do _____..." or "Here's why _____ is happening this year."

In addition to the development of our volunteer program, budget diversification is a top priority for the executive team & Organization committee, especially as we build a long-term foundation for this program. We are looking forward to utilizing our Main Street network to help us think about this development wisely.

7. Professional management and development

Coordinating a successful Main Street program requires a trained, professional staff person whose sole job focus is the Main Street district. While Main Street Managers come from a broad range of academic and professional backgrounds, the most successful Main Street Managers are those who are good communicators; can motivate volunteers; and have good project management skills, keeping revitalization activities moving forward on schedule and on budget.

Date of Hire for Main Street staff: January 2, 2018

Date of most recent employee evaluation: December 19, 2019

Note: Eligibility to meet Criterion 7 requires full- or part-time staff depending on community size (full-time if pop. 5,000+; 25 hours/week minimum if pop. <5,000). If the program does not meet this eligibility requirement, then the program will not receive accreditation.

# Pts	Indicators
<u>2/2</u>	Main Street staff was in place for at least 10 out of the past 12 months (2 points)
<u>2/2</u>	Main Street Director made regular monthly reports to the Board or Steering Committee (2 points)
<u>1/1</u>	Performance expectations (ie. Job description) of staff were reviewed/revised during past 12 months (1 point) Date: <u>1/14/19</u>
<u>2/2</u>	Main Street staff received a formal written evaluation during past 12 months (2 points) Date: <u>12/19/19</u>
<u>1/1</u>	Staff compensation package was reviewed during past 12 months (1 point) Date: _____
<u>1/1</u>	Program provided staff with professional development opportunities in past 12 months (1 point)
<u>1/1</u>	Adequate written staff management policies and procedures are in place (1 point)
<u>1/1</u>	Main Street staff answers to and has only 1 boss; typically the Board Chair for the Director for stand-alone programs. If the program is embedded within an organization (such as a Chamber of Commerce) the supervision of the Main Street Director typically falls to the organization's Executive Director. If the Main Street program has additional staff, they are answerable to the Main Street Director. (1 point)

Total: **11**

Here's your space to give us special notes about this section that aren't reflected in the points above. Examples might start like this, "We see room for improvement with _____ and we expect to do _____..." or "Here's why _____ is happening this year."

One great benefit of being a program at the City of Willmar is the sharing of resources, such as those for staff development and staff policy/benefit oversight.

8. Program of ongoing training

In order to meet new challenges and ensure a strong program, Main Street program participants need ongoing training.

Participants—both staff and volunteers—need different skills in different phases of the revitalization process. For that reason, the skills a program's participants learn in the program's catalyst phase are rarely adequate for the growth or management phases. As staff and volunteer turnover occurs, new staff members and new volunteers will need basic Main Street training.

Moreover, all program participants should stay current on issues that affect traditional commercial districts and on new revitalization techniques and models. Regular attendance at Minnesota Main Street trainings and networking events is required for Main Street Directors.

# Pts	Indicators
<u>4/4</u>	Program representative attended at least 4 Minnesota Main Street trainings in past 12 months (4 points): 4 Monthly Main Street Conference Calls: Name(s) and months attended - <u>Sarah Swedburg – all months attended, except for August</u> National Main Street Conference, March 25-27, Seattle, WA: Name(s) – <u>Sarah Swedburg, Carol Laumer</u> Main Street Basics Workshop, April 18, Willmar, MN:

Name(s) – Sarah Swedburg, Melissa Knott, Vicki Davis, Pablo Obregon

Main Street Directors In-person Meeting, August 21, Owatonna, MN:

Name(s) – Sarah Swedburg

Connecting Entrepreneurial Communities (CEC) Conference, September 5-6, Waseca, MN:

Name(s) – N/A

State Historic Preservation Conference, September 12-13, Saint Cloud, MN:

Names(s) – Jill Wohnoutka

Positioning Downtown to be Development Ready Workshop, September 19, Red Wing, MN:

Name(s) – Sarah Swedburg

Rural Arts and Cultural Summit, October 4-5, Grand Rapids, MN:

Name(s) – Sarah Swedburg, John Salgado Maldonado, Pablo Obregon

Understanding and Supporting Business Succession Workshop, November 6, Northfield, MN:

Names(s) – N/A

<u>1</u> /1	Program Board / Steering Committee members were trained in roles/responsibilities in past 12 months (1 point)
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<u>1</u> /1	Program hosted a workshop or training for the community, separate from Minnesota Main Street trainings listed previously (1 point)
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<u>1</u> /1	Each volunteer group was trained in roles/responsibilities in past 12 months (1 point)
-------------	--

<u>1</u> /1	Program provided orientations to acclimate new volunteers for working within a Main Street context (1 point)
-------------	--

<u>1</u> /1	Program makes reference and training materials available locally and uses them (1 point)
-------------	--

<u>1</u> /1	Provided other training to Main Street stakeholders (1 point) <u>Retail Business Design Workshops</u>
-------------	---

Total: **9**

Here's your space to give us special notes about this section that aren't reflected in the points above. Examples might start like this, "We see room for improvement with _____ and we expect to do _____..." or "Here's why _____ is happening this year."

We have room for improvement with participation at workshops and Main Street events from more stakeholders – board members, elected officials, downtown business owners, city staff, etc.

9. Reporting of key statistics

Tracking statistics—reinvestment, job and business creation, etc—provides a tangible measurement of the local Main Street program's progress and is crucial to garnering financial and programmatic support for the revitalization effort. Statistics must be collected on a regular, ongoing basis, and shared whenever appropriate.

# Pts	Indicators
-------	------------

<u>5</u> /5	Program collects and submits Quarterly Reinvestment Statistics to Minnesota Main Street every quarter in past 12 months (5 points)
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<u>1</u> /1	Program keeps this data from year to year, providing an economic record of the program's impact over the course of its history (1 point)
<u>1</u> /1	Program creates/distributes an annual report making use of work plan accomplishments while promoting reinvestment statistics (1 point)
<u> </u> /1	Program regularly communicates the mission, accomplishments and reinvestment statistics to the greater community (1 point)
<u>1</u> /1	Staff regularly updates the Board / Steering Committee and committees with reinvestment statistics (1 point)

Total: **8**

Here's your space to give us special notes about this section that aren't reflected in the points above. Examples might start like this, "We see room for improvement with _____ and we expect to do _____..." or "Here's why _____ is happening this year."

An investment that the Willmar Main Street board has committed to in 2020 is contracting with a 3rd party to insure better social media posting consistency & presence. There is room for improvement in sharing our accomplishments & reinvestment statistics – this is a great content opportunity to add to our content calendar!

10. Main Street Network membership

Participation in the National Main Street Network membership program connects local programs to their counterparts throughout the nation, providing them with valuable information and resources.

# Pts	Indicators
<u>5</u> /5	Program is a current Main Street America Designated member (5 points) List Membership #9963
<u>5</u> /5	Program is a current Minnesota Main Street member (5 points)

Total: **10**

Here's your space to give us special notes about this section that aren't reflected in the points above. Examples might start like this, "We see room for improvement with _____ and we expect to do _____..." or "Here's why _____ is happening this year."

These memberships continue to provide us with priceless value. This past year, we have particularly enjoyed "The Point" community, hosted by Main Street America!

Summary Total

Total number of accreditation criteria receiving 7 or more points: 10 / 10

Programs meeting eligibility requirements and scoring at least 7 points on all 10 criteria will receive accreditation.

WILLMAR MAIN STREET

NATIONAL MAIN STREET ACCREDITATION

2019

Steering Committee

Roster

- Liz VanDerBill – elizabeth.vdb@hotmail.com (Chair)
- Taylor Williamson – taylorwilliamson@wcsanitation.com (Vice Chair)
- Jill Wohnoutka – kandihist@msn.com (Secretary)
- Steve Okins – sokins@willmarmn.gov (Treasurer)
- Ana Serrano – domo1383@gmail.com
- Abdirahin Hussen – ahussen@adcmnnesota.org
- Janet Olney – willmararts@gmail.com
- Melissa Knott – mknott@christiansoncpa.com
- Pablo Obregon - pabloo@swifoundation.org

Annual Work Plan

EXPECTED OUTPUTS	TARGET/ DELIVERABLES	PLANNED ACTIVITIES (Responsible persons & resources needed)	TIMEFRAME				TASKS & PLANNED BUDGET
			Q1	Q2	Q3	Q4	
Strong foundational structure for the program to continue smoothly.	Establish bylaws for the program.	Utilize examples to draft bylaws. Does the City Attorney and/or City Council need to approve as well as Main Street? Kristin & Taylor	X	X			Staff will gather examples & understand City approvals. Kristin & Taylor will assist in drafting and review.
Sustainable government for the program.	Establish at least 2 more committees/task forces	Determine most sustainable, effective structure for committees and task forces to get work done, so the Steering Committee isn't overwhelmed with work. Liz	X	X	X		Base new groups from goals. Recruit more volunteers to serve in these capacities as we continue to grow.
Increased safety & downtown aesthetics	Street Light replacement downtown	Work with MUC and City Staff to determine what our best options are for street light replacement (aesthetics vs cost). Abdi & Jill.	X	X	X		Join the conversation to help determine what light poles will be replacing current street lights. Task force reps needed.
Family-Friendly event that gathers people downtown	Create a food event in downtown Willmar.	"Taste of Downtown" passport-style event that gets people walking around downtown and visiting restaurants/businesses they might not normally. Melissa & Pablo.	X	X	X		Sponsorships? Determine interested businesses. Afternoon/Evening event. Execute marketing plan.
Increase interest, understanding, and program involvement	Create Friend/Member System	Establish structure of a friend/member system – what is given, what is received in return. Liz & Taylor			X	X	Determine structure. Set up tracking & payment database. Promotion/Marketing.

Artists on Main Street Committee

- Roster
- Janet Olney – willmararts@gmail.com
- Pablo Obregon – pabloo@swifoundation.org
- Ana Serrano – domo1383@gmail.com
- John Estero – john.salgado.maldonado@gmail.com
- Sahra Gure – sgure2000@gmail.com

Annual Work Plan

EXPECTED OUTPUTS	TARGET/ DELIVERABLES	PLANNED ACTIVITIES (Responsible persons & resources needed)	TIMEFRAME				TASKS & PLANNED BUDGET
			Q1	Q2	Q3	Q4	
Successful Community Workshops	Workshops with at least 15 people in attendance at each	2 Community Workshops (March 2) – lead by MN Main Street and Springboard from the arts with a short presentation from Aaron Backman. Janet	X				Barn Theater & CIC or ADC?; Marketing templates in Dropbox; Logo coordinated with WMS logo; Snack sponsors. Budget: \$500.
Finalize projects and insure all necessary permissions are in place	Selection of 10-15 projects	Ana will lead the discussion and help organize a date/location for our meeting in April to make our final selection decisions.		X			Know what permissions are needed for each type of project. Discuss rubric ahead of time. Budget: \$0
Project Oversight & Participation	Bi-weekly social media posts & compilation of material for video	Marketing & promoting activities – Social Media, press releases, radio. Partnerships with downtown businesses? Work with Marketing & Promotion Committee. Pablo		X	X	X	Promotion at Willmar Fest. Project highlights. Pictures. Committee presence at each project. Budget: \$1,000
Artists Cohort Meetings	Create an artist support network	Host space monthly for the selected artists to come together and support each other and touch base with the committee.					Determine space & meeting times. Communicate with artists. Create a private Facebook group. Budget: \$500
Celebration of the project & continuation for continued years.	Celebration with at least 100 participants	Location needed; Food, drinks, music, slideshow – thank you to all participants. Awareness for sustainable funding desired. John & Sahra			X	X	Begin Planning mid-summer. Sponsorships desired. Fundraiser for next year? \$3,000

RESOLUTION NO. _____
2019 FINAL MAIN STREET BUDGET AMENDMENT
Fund/Dept PDS
ESTIMATED TOTAL COST \$58,300
***Budget Amounts are Essential**

Dated: September 4, 2019

Code

PERSONNEL SERVICES

0110*	Salaries Reg. Employees	<u>\$55,556.80</u>
0111*	Overtime Reg. Employees	<u>\$0.00</u>
0112*	Salaries Temp. Employees	<u>\$0.00</u>
0113*	Employer Pension Contr.	<u>\$0.00</u>
0114*	Employer Ins. Contr.	<u>\$59,488.00</u>
TOTAL		<u>\$115,044.80</u>

SUPPLIES

0220*	Office Supplies	<u>\$500.00</u>
0221*	Small Tools	<u>\$0.00</u>
0222*	Motor Fuels & Lubricants	<u>\$0.00</u>
0223*	Postage	<u>\$1,000.00</u>
0224	Mtce. of Equipment	<u>\$0.00</u>
0225	Mtce. of Structures	<u>\$0.00</u>
0226	Mtce. of Other Improvements	<u>\$0.00</u>
0227	Subsistence of Persons	<u>\$0.00</u>
0228	Cleaning & Waste Removal	<u>\$0.00</u>
0229*	General Supplies	<u>\$15,000.00</u>
TOTAL		<u>\$16,500.00</u>

OTHER SERVICES

0330	Communications	<u>\$9,000.00</u>
0331*	Printing & Publishing	<u>\$1,200.00</u>
0332	Utilities	<u>\$0.00</u>
0333*	Travel-Conf.-Schools	<u>\$4,770.00</u>
0334	Mtce. of Equipment	<u>\$0.00</u>
0335	Mtce. of Structures	<u>\$0.00</u>
0336*	Mtce. of Other Impr.	<u>\$0.00</u>
0337	Subsistence of Persons	<u>\$0.00</u>
0338	Cleaning & Waste Removal	<u>\$0.00</u>
0339*	Other Services	<u>\$6,155.00</u>
TOTAL		<u>\$21,125.00</u>

OTHER CHARGES

0440	Rents	<u>\$400.00</u>
0441*	Insurance & Bonds	<u>\$0.00</u>
0442	Awards & Indemnities	<u>\$15,000.00</u>
0443	Subscription/Memberships	<u>\$3,675.00</u>
0444	Interest	<u>\$0.00</u>
0445	Licenses & Taxes	<u>\$0.00</u>
0446*	Prof. Serv.	<u>\$500.00</u>
0447*	Advertising	<u>\$1,100.00</u>
0448*	Adm. OH (Transfer)	<u>\$0.00</u>
0449	Other Charges	<u>\$0.00</u>
TOTAL		<u>\$20,675.00</u>

GRAND TOTAL

\$173,344.80

RECEIVABLES

Property Owners	<u>\$0.00</u>
County	<u>\$0.00</u>
State	<u>\$0.00</u>
City	<u>\$115,044.80</u>
City	<u>\$32,500.00</u>
Other	<u>\$24,200.00</u>
	<u>\$25,800.00</u>
TOTAL	<u>\$173,344.80</u>

FINANCING

Bonds	<u> </u>
State	<u> </u>
City	<u> </u>
City	<u> </u>
Other	<u> </u>
TOTAL	<u>\$0.00</u>

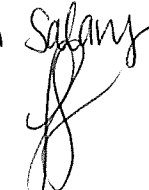
GRAND TOTAL **\$173,344.80**

Dated: _____

Mayor

Attest:

City Clerk/Treasurer

*Final 2019
with Salary*


ACS FINANCIAL SYSTEM
12/02/2019 15:30:42
LEVEL OF DETAIL 1.0 THRU 3.0

Expenditure Guideline
FOR THE PERIOD(S) JAN 01, 2019 THROUGH NOV 30, 2019

	ANNUAL REVISED BUDGET	ENCUMBERED	ACT MTD POSTED AND IN PROCESS	ACT YTD POSTED AND IN PROCESS	REMAINING BALANCE	PCT
235 WILLMAR MAIN STREET						
41402 PLANNING & DEVELOP. SERVICES						
0220 SUPPLIES	500.00	0.00	26.96	26.96	473.04	5
0222 OFFICE SUPPLIES	0.00	0.00	39.44	39.44	39.44	9999
0223 MOTOR FUELS AND LUBRICANTS	1,000.00	0.00	0.00	0.00	1,000.00	0
0227 POSTAGE	0.00	0.00	73.69	157.83	157.83	9999
0229 SUBSISTENCE OF PERSONS	15,000.00	0.00	84.35	107.97	14,892.03	0
0229 GENERAL SUPPLIES	16,500.00	0.00	224.44	332.20	16,167.80	2
TOTAL:						
0330 OTHER SERVICES	9,000.00	0.00	0.00	0.00	9,000.00	0
0331 COMMUNICATIONS	1,200.00	0.00	0.00	313.67	886.33	26
0333 PRINTING AND PUBLISHING	4,770.00	0.00	0.00	3,980.73	789.27	83
0337 TRAVEL-CONF.-SCHOOL	0.00	0.00	0.00	130.69	130.69	9999
0339 SUBSISTENCE OF PERSONS	6,155.00	0.00	0.00	11,000.00	4,845.00	178
TOTAL:	21,125.00	0.00	0.00	15,425.09	5,699.91	73
0440 OTHER CHARGES						
0442 RENTS	400.00	0.00	0.00	850.00	450.00	212
0443 AWARDS AND INDEMNITIES	15,000.00	0.00	1,500.00	12,020.00	2,980.00	80
0446 SUBSCRIPTIONS AND MEMBERSHIP	3,675.00	0.00	0.00	4,057.60	382.60	110
0447 PROFESSIONAL SERVICES	0.00	0.00	387.50	3,547.50	3,547.50	9999
0447 ADVERTISING	0.00	0.00	405.26	405.26	405.26	9999
TOTAL:	19,075.00	0.00	2,292.76	20,880.36	1,805.36	109
TOTAL: PLANNING & DEVELOP. SERVICES	56,700.00	0.00	2,517.20	36,637.65	20,062.35	64
TOTAL: WILLMAR MAIN STREET	56,700.00	0.00	2,517.20	36,637.65	20,062.35	64

TEN17 Media Agreement

- Whereas TEN17 Media (Consultant) will perform a myriad of services (See Sec. 2) designed to boost the social media presence of **Willmar Main Street** (Client).
- Whereas the Client will compensate the Consultant for said services by paying a monthly fee (See Sec. 3) due on the preceding fifteenth day of each thirty (30) day period.
- Whereas this agreement is binding for an initial period of twelve (12) months, and will continue in thirty (30) day increments thereafter so long as both parties should agree.

Terms

1. Duration

- The Consultant will render services to the Client for an initial period of twelve (12) months beginning on February 1st, 2020 and ending on Jan. 30th, 2021.
- The Consultant may have thirty (30) days to establish a presence on behalf of the organization across all agreed upon platforms. During this time, the Consultant will work to establish what techniques will work best for the organization. After thirty (30) days, the Consultant will become responsible for the maintenance portion of the agreement (See Sec. 2) whereby the Consultant must achieve a monthly quota of social interactions on behalf of the organization.
- Once the initial thirty (30) days have transpired, either party may opt to conclude the agreement without penalty by submitting a written notice. Otherwise, the two parties may extend the existing agreement in thirty (30) day increments so long as both parties shall agree.
- Should the Client choose to terminate the contract without cause prior to the end of the initial thirty (30) day period, the Client must present the Consultant with a written notice of termination and compensation equal to the amount to be paid to the Consultant over the duration of the initial contract period.

TEN17 Media Agreement

2. Services

- The Consultant will establish the organization's presence on the following social media platforms:
 - a. Facebook
 - b. Instagram
 - c. LinkedIn
- The Consultant will meet the following quotas:
 - A. Two (2) Short Form (2 - 4 minutes) videos each month.
 - B. Ten (10) Facebook and/or Instagram posts each month. Must include media (photos and/or videos and/or text).
 - C. Two (2) hours of additional photography work each month.
 - D. Two (2) hours of website updates each month.

The services cited in this section (Sec. 2) represent a complete list of the Consultant's contractual obligations. The Consultant may elect to provide additional services when deemed necessary. Should this occur, the Client will not be billed for additional services. However, the performance of additional services in one period does not obligate the Consultant to provide such additional services in future periods.

3. Compensation

The Consultant will manage the Client's social media presence and create the aforementioned content for a reoccurring charge of **\$1250, due on the 15th** of the previous month.

The Consultant will accept payment in Cash or Company Check, delivered in person or mailed to the address below:

TEN17 Media LLC
2205 5th Avenue SE
Willmar, MN 56201

TEN17 Media Agreement

4. Account Access & Authorization

- The Consultant is authorized by the Client to assume the identity of the Client in all social media interactions on the internet including, but not limited to, status updates, blog posts, online forum discussions and message board posts, comments, and responses to user comments.
- The Client will demonstrate this authorization by providing URLs, usernames, and passwords for all of its social mediums in the space below:

Social Medium Access Information:

1. Facebook:
Username: _____
Password: _____
2. Instagram:
Username: _____
Password: _____
3. LinkedIn:
Username: _____
Password: _____

TEN17 Media Agreement

The Consultant will hold the Client's URLs, usernames, and passwords in confidence. The Consultant will not share this information under any circumstances, nor will the Consultant sell this information to a third (3rd) party.

5. Rights to Created Content

- The Client will retain the right to all content created by the Consultant for the Client, while under contract, ad infinitum. However, the Client may not distribute for profit any content created by the Consultant for the Client, while under contract, without the written consent of the Consultant.
- Furthermore, the Consultant will retain the right to use any and all content created by the Consultant for the Client, ad infinitum, for the purpose of (1) providing samples of the Consultant's work or (2) instruction – including, but not limited to, presentations, lectures, webinars, and published material in any medium.

6. Access to Client Information

- In order to accurately determine ROI (Return on Investment), the Consultant will, from time to time, ask for financial and customer information from the Client. Requests will be made directly to the Client in person, over the phone, or in writing. After receiving the answer, the Consultant will store the information in the Client's physical folder and any electronic record will be deleted.
- The Consultant will not share this information under any circumstances, nor will the Consultant sell this information to a third (3rd) party.

7. Liability Waiver

- Establishing a social media presence and initiating a two-way flow of communication between the Client and the public can have unintended consequences on the Client's reputation. Should this occur, the Client waives its right to hold the Consultant responsible for

TEN17 Media Agreement

any damage and/or liability that may arise from the Consultant's actions on behalf of the Client.

- If, at any time, the Client does not agree with actions taken by the Consultant on its behalf, it must notify the Consultant in writing. If the Consultant receives such a communication, the Consultant will post a retraction and apology across all affected platforms within twenty-four (24) hours.

8. Service Interruption

- Either party shall be excused from any delay or failure in performance required hereunder if caused by reason of any occurrence or contingency beyond its reasonable control, including, but not limited to, acts of God, acts of war, fire, laws, proclamations, edits, ordinances or regulations, riots, earthquakes, floods, explosions or other acts of nature. The obligations and rights of the party so excused shall be extended on a day-to-day basis for the time period equal to the period of such excusable interruption. When such events have abated, the parties' respective obligations hereunder shall resume. In the event the interruption of the excused party's obligations continues for a period in excess of thirty (30) days, either party shall have the right to terminate this Agreement upon ten (10) days' prior written notice to the other party.

9. Amendments & Addendums

- This contract is to be considered complete and final. However, the field of social media is rapidly changing and said changes may necessitate amendment or addition to this contract. Should such a need arise, the amendment or addendum must be drawn up as a separate document, signed by both parties indicating their agreement, and a copy of the signed document must be provided to the Client and the Consultant.

10. Entire Agreement

- Should either party violate the terms of or fail to meet the obligations set forth in this contract, such action will render the opposing party free from any further contractual obligation.

TEN17 Media Agreement

IN WITNESS WHEREOF, both parties signify their authority to act on their organization's behalf and agreement to abide by the terms of this contract effective the date written above and by the signatures affixed below.

Client:

{Name – Printed}

{Title & Organization}

{Signature}

{Date}

Consultant:

{Name – Printed}

{Title & Organization}

{Signature}

{Date}



Board Meeting

Sarah Swedburg, Staff Report

February 18, 2020

Opportunity Zone Update

The City & EDC are nearing completion of the Opportunity Zone Prospectus. In addition to the prospectus, the City is pursuing the creation of an additional incentive package for properties within the Opportunity Zone. As this package is being created, we held an informational meeting for downtown property owners on Tuesday, February 11th at Spurs Bar & Grill. The vetting period of this draft package is ongoing & available on the Planning & Development Department's page on the City of Willmar's Website. The next step in this process will be to formulate the draft package into a formal ordinance document for approvals.

Jake's Pizza!

The City of Willmar's "What's Up Willmar" video series covered a fantastic behind-the-scenes opportunity to meet with Jake's & talk about their new facelift! If you haven't checked it out, be sure to find it on the City of Willmar's Social Media pages. As found in that video, they are shooting to be open by March 2nd.

Built into our contract with Ten17 Media, we will be producing 2 videos per month, one of which will be showcasing a downtown business & promoting what they do, similar to this Jake's Pizza video that the City put together.

Partnership Opportunities

Willmar Speech Gala - The Willmar Speech Sponsors approached Willmar Main Street asking for assistance in promotion of their Speech Gala happening downtown at the Barn Theatre on Friday, February 28th. This event will help fill out the social media content calendar for the end of the month.

Upcoming Important Dates

ADA Compliance in Downtowns Webinar (2.26.20)
Artists on Main Street Workshops (Barn Theatre & African Development Center; 3.7.20)
Main Street Day at the Capital (St. Paul, MN; 3.10.20)
Incentive Packages in Downtowns Webinar (led by Sarah!; 3.25.20)
Main Street Spring Convening (Albert Lea, MN; 4.14 - 4.15)

Meetings

- Main Street Directors Monthly Conference Call
- Annual Review Call with MN Main Street
- Wednesdays in Willmar (Wednesdays at 9am at Spurs)
- Economic Vitality Subcommittee Meeting
- Organization Subcommittee Meeting
- Budget Focus Group Meeting
- Retail Business Design Workshops Reunion
- Downtown Property Owner Meeting at Spurs